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Patent Attorney's Docket No. <u>033855-007</u>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

Louis D. Giacalone, Jr.

Application No.: 09/828,257

Filed: April, 06, 2001

For: SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND

CONTROLLING THE PLAY

SCHEDULING OF ADVERTISING AND OTHER COMMUNICATIVE MEDIA

Mail Stop Amendment

Group Art Unit: 2154

Examiner: Patel, Haresh N.

Confirmation No.: 4988

PROPOSED AMENDMENT

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This replay and amendment is in response to the Office Action mailed on June 03, 2005 for the above-noted application. In response to the Office Action, entry of the following amendments is earnestly solicited. Appropriate fees for one-month extension are included thereby making the present response due on October 03, 2005.

Amendments to Claims in the listing of claims begin on page 2.

Remarks begin on page 5.

Note Note Williams